

ABSTRACT

Systems and methods are disclosed for identifying and/or compensating for relationships between influencers and outcomes. First, a metadata model of information that characterizes relationships between influencers and outcomes is built. A query is accepted from a user, and an outcome of interest is determined based on the query. The model is subsequently relied on to flag influencers that might have an impact on an outcome of interest. The impact of these influencers on the outcome of interest is then analyzed with respect to specific conditions. When the impact is sufficiently large, the user is notified or an adjustment is made to the user's query.